Amendment to the Claims

1-228. (canceled)

229. (New) A method comprising:

sending from a first broadcaster party to a second information provider a broadcast schedule information comprising data relating to a future broadcast by the first broadcaster party;

receiving from the second information provider supplemental information associated with the data relating to the future broadcast; and

the first broadcaster party concurrently sending through an electromagnetic medium broadcast content according to the broadcast schedule information and the supplemental information to an end user device for playback of the broadcast content to the end user in conjunction with access to the supplemental information by the end user.

230. (New) The method of claim 229 wherein sending through the electromagnetic medium comprises sending through radio frequency electromagnetic waves.

231. (New) The method of claim 230 wherein concurrently sending comprises sending the broadcast content on a primary channel and sending the supplemental information in a sideband.

232. (New) The method of claim 229 wherein receiving comprises receiving prior to concurrently sending through the electromagnetic medium.

233. (New) The method of claim 229 wherein concurrently sending comprises sending the broadcast content in an analog format and sending the supplemental information in a digital format.

234. (New) The method of claim 229 wherein the supplemental information comprises advertising data.

236. (New) The method of claim 229 wherein the supplemental information comprises multimedia data.

237. (New) The method of claim 236 wherein the multimedia data comprises interactive data.

238. (New) The method of claim 229 wherein concurrently sending comprises concurrently sending according to an in-band on-channel format.

239. (New) A system comprising:

a transmitter;

a receiver; and

a control system operatively coupled to the transmitter and receiver and adapted to

send to an information provider a broadcast schedule information comprising data relating to a future broadcast by a first broadcaster party;

receive through the receiver from the second information provider supplemental information associated with the data relating to the future broadcast; and

send through the transmitter via an electromagnetic medium broadcast content according to the broadcast schedule information and the supplemental information to an end user device for playback of the broadcast content to the end user in conjunction with access to the supplemental information by the end user.

240. (New) The system of claim 239 further comprising an antenna operatively coupled to the transmitter adapted to operate in a radio frequency.

241. (New) A method comprising:

sending from a broadcaster to an information provider broadcast schedule information identifying when broadcast data is to be transmitted over specific broadcast channels at predetermined times to an end user;

receiving from the information provider supplemental digital data correlated to the broadcast data such that both can concurrently be provided by the broadcaster; and

broadcasting from the broadcaster, to an end user, the broadcast data and the correlated supplemental digital data at a corresponding one of the predetermined times on a corresponding one of the specific broadcast channels as part of an in-band, on-channel transmission.

242. (New) The method of claim 241 wherein the broadcaster comprises a radio station.

243. (New) The method of claim 241 wherein receiving comprises receiving via an internet gateway.

244. (New) The method of claim 241 wherein the broadcast data comprises an audio track.

245. (New) The method of claim 241 wherein the supplemental digital data comprises content that is unrelated to the broadcast data.

246. (New) The method of claim 241 wherein the supplemental digital data comprises a multimedia presentation that can be simultaneously broadcast by a broadcaster.

247. (New) A system comprising:

a transmitter;

a receiver;

an internet gateway; and

a control system adapted to:

send via the internet gateway from a broadcaster to an information provider broadcast schedule information identifying when broadcast data is to be transmitted over specific broadcast channels at predetermined times to an end user;

receiving through the receiver from the information provider supplemental digital data correlated to the broadcast data such that both can concurrently be provided by the broadcaster; and

broadcasting via the transmitter from the broadcaster, to an end user, the broadcast data and the correlated supplemental digital data at a corresponding one of the predetermined times on a corresponding one of the specific broadcast channels as part of an in-band, on-channel transmission.